

Recruiting is the Lifblood of a Money Making Distributorship



by Charlie Ragus, Founder of AdvoCare

For successful distributors earning serious money in direct sales, this one thing is true of each and every one of them: They never, ever, ever stop recruiting. Recruiting is the lifblood of direct sales. For the distributor who desires to succeed in a major way, recruiting must become as constant, as automatic as breathing. To stay focused on "keeping the main thing the main thing," here are some truths to keep in mind.

R is for "regular." You'll never be a top distributor if you turn your attention to recruiting only once or twice a month. You must wake up every morning thinking about who you can talk to today about earning money with AdvoCare. It has to be a regular thing.

E is for "everyone." Don't rule anyone out as a prospect. Even if a certain individual is not right for our business, maybe his sister is, or his dad or his neighbor. Talk to everyone.

C is for "conviction." You must have a deep belief in the value of the AdvoCare products and earning opportunity in order to inspire confidence in others. Bolster your conviction by collecting success stories from Power Trends, the magazine of AdvoCare; from AdvoLink, the company voice mail system; from testimonials at Success School, AdvoCare's thrice-yearly convention, and from talking with other distributors at meetings in your area.

R is for "radical." That's the type of action you need to take. Extreme action characterized by basic changes. (Get up early and make out an "action list.") No one will ever be drawn to a ho-hum, lackluster attitude. "R" also stands for "radiate." Practice radiating enthusiasm!

U is for "umbilical cord." That's how closely you need to be connected to AdvoCare. Take advantage of every single opportunity available to stay "hooked up" with the "mother" company. Never miss an AdvoCare meeting in your area. If the meeting is open to guests, always make sure you bring (not send) new

people to the meeting. If you host a mixer in your home, arrange for someone from the marketing team at the AdvoCare home office in Dallas to call into your mixer at a pre-designated time. Or invite the most successful distributor upline from you to make a presentation.

I is for "initiative." We can give you all the encouragement and sales tips in the world, but it is you who has to take the initiative to get into action.

T is for "tackle." Tackle the challenges in front of you. Get a running start, put your head down and go for it! Don't procrastinate, don't dwell on your fears, don't contemplate the obstacles until they loom large as mountains. Every single person who has ever started in this business has faced challenges. The difference between those who soar to reach their dreams and those who crash into the ground is the degree to which they've made up their minds to tackle (and obliterate) the challenges.